

# MABLE HUANG

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ART DIRECTOR

## SKILLS

**Design:** Adobe Creative Suite/Cloud  
**UX:** Figma, Framer, Squarespace, Webflow, Splash  
**AI:** Midjourney, Adobe Firefly, ChatGPT, Claude  
**PgM:** Google Suite, Slack, Zoom, Asana, Salesforce

## EDUCATION

book180 Portfolio School // Art Direction  
UC Berkeley Extension // Graphic Design  
General Assembly // Visual Design Principles  
Fulbright Program // Research Scholar  
UCSD // Communications & Political Science

## EXPERIENCE

Inkitt // Full-time Freelance Designer Present

- **PRODUCTION:** create movie trailers, teasers, and other promotional assets with Premiere Pro and After Effects

Airbnb // Policy Communications & Marketing 2016 - 2024

- **INCLUSIVE MARKETING:** Strategized and executed cohesive brand campaigns to recruit for and engage Airbnb Hosts from all walks of life, across digital, social, video, experiential, and print channels
- **ART DIRECTION:** Shaped visual storytelling and creative concepts for campaigns, like pre-IPO \$100B Airbnb Host Economy social media blitz campaign and Small Business Engagement initiative
- **PROGRAM MANAGEMENT:** Owned and delivered cross-functional projects like the Airbnb Academy and Live and Work Anywhere
- **EXPERIENTIAL DESIGN:** Organized high visibility events to raise brand awareness and support the local community from roundtables, fundraisers, merchant walks, and more
- **LEADERSHIP:** Led Airbnb's multicultural marketing efforts and chaired the Asians Employee Resource Group (ERG) to drive inclusion and engagement

book180 Portfolio School // Art Direction Student 2023 - 2024

- **CAMPAIGN STRATEGY:** Strategized and executed over 30+ creative briefs in collaboration with copywriters and critiqued by seasoned industry professionals
- **CAMPAIGN EXECUTION:** Developed and maintained consistent art direction across all executions by mastering typography, color theory, and layout design principles